

Claims

What is claimed is:

5 1. A method for recommending one or more available items, comprising the steps of:

obtaining a history of selecting one or more available items by at least one third party; and

10 generating a recommendation score for at least one of said available items based on said third party selection history.

2. The method of claim 1, further comprising the step of partitioning said third party selection history into clusters containing similar items.

15 3. The method of claim 2, wherein said obtaining step further comprises the step of receiving a user selection of one or more of said clusters of similar items.

20 4. The method of claim 1, wherein said one or more items are programs.

5. The method of claim 1, wherein said one or more items are content.

25

6. The method of claim 1, wherein said one or more items are products.

30 7. A method for maintaining a user profile indicating preferences of a user, comprising the steps of:

partitioning a third party selection history into clusters containing similar items;

receiving a selection from said user of at least one of said clusters of similar items; and

updating said user profile using said selected clusters.

5

8. The method of claim 7, wherein said user profile is associated with a program content recommender.

9. The method of claim 8, wherein said user profile 10 indicates viewing preferences of said user.

10. The method of claim 7, wherein said step of updating said user profile further comprises the steps of updating a selection history of said user with items from said selected clusters and updating said user profile using said updated selection history.

11. The method of claim 7, wherein said one or more items are programs.

20

12. The method of claim 7, wherein said one or more items are content.

13. The method of claim 7, wherein said one or more items 25 are products.

14. A system for recommending one or more available items, comprising:

a memory for storing computer readable code; and

30 a processor operatively coupled to said memory, said processor configured to:

obtain a history of selecting one or more available items by at least one third party; and

generate a recommendation score for at least one of said available items based on said third party selection history.

15. The system of claim 14, wherein said processor is
5 further configured to partition said third party selection history into clusters containing similar items.

16. The system of claim 15, wherein said processor is further configured to receive a user selection of one or more of
10 said clusters of similar items.

17. A system for recommending one or more available items, comprising:

15 means for obtaining a history of selecting one or more available items by at least one third party; and

20 means for generating a recommendation score for at least one of said available items based on said third party selection history.

18. A system for maintaining a user profile indicating preferences of a user, comprising:

25 a memory for storing computer readable code; and

30 a processor operatively coupled to said memory, said processor configured to:

partition a third party selection history into clusters containing similar items;

receive a selection from said user of at least one of said clusters of similar items; and

update said user profile using said selected clusters.

19. The system of claim 18, wherein said user profile is associated with a program content recommender.

20. The system of claim 18, wherein said user profile indicates viewing preferences of said user.

21. The system of claim 18, wherein said step of updating 5 said user profile further comprises the steps of updating a selection history of said user with items from said selected clusters and updating said user profile using said updated selection history.

10 22. An article of manufacture for recommending one or more available items, comprising:

a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

a step to obtain a history of selecting one or more available items by at least one third party; and

a step to generate a recommendation score for at least one of said available items based on said third party selection history.

20 23. An article of manufacture for maintaining a user profile indicating preferences of a user, comprising:

a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

a step to partition a third party selection history into clusters containing similar items;

a step to receive a selection from said user of at least one of said clusters of similar items; and

30 a step to update said user profile using said selected clusters.